

FOR IMMEDIATE RELEASE

Company name: Asahi Breweries, Ltd.

President: Naoki Izumiya

Stock Ticker Number: 2502

Stock Exchanges: Tokyo and Osaka
(First Section each)

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Notice of the Transition to a Pure Holding Company Structure

August 26, 2010, Tokyo, Japan - Asahi Breweries, Ltd. (the "Company") has decided that it will begin preparations for a transition to a pure holding company structure at the meeting of the board of directors held today.

The transition is planned to be completed at July 1, 2011, subject to approval at the Company's annual shareholders' meeting to be held in late March 2011 and approvals from relevant authorities on an as-needed basis. The Company plans to demerge the Company's alcoholic beverage business by transferring this business to one of its existing wholly-owned subsidiaries of the Company. Details of the transition will be announced once decided.

1. Objectives of transitioning to a pure holding company structure

With the domestic market reaching maturity, the Company is facing a significant change in its business environment including the spread of globalization in business competition and the movement toward reorganization of the industry. As the pace of this change is anticipated to be accelerated, the Company needs to much more expeditiously and dynamically conduct resource allocation than ever to cope with the change and achieve sustainable growth.

Last year, the Company established the "Long-Term Vision 2015" and, as a milestone toward realizing the long-term vision, the Company has embarked on the three-year plan of "Medium-Term Management Plan 2012" starting this year to be completed in 2012. In a bid to achieve the long-term vision, the Company believes that it is imperative to strengthen our business fundamentals by clarifying the authorities and responsibilities of respective business units and to further develop expertise in business of each unit, and at the same time to expand the domestic and overseas business networks toward enhancing the Company's corporate value.

Given such circumstances, the Company will implement the transition to a pure holding

company structure to enhance functions of group governance, and thereby further cultivate our craftsmanship and strengthen the management infrastructure of the whole group as well as develop desirable human resources who are capable of properly responding to the diversity of customers and businesses. At the same time, as the new structure will allow the Company to make bold resource allocation to growing areas in domestic and overseas markets, the Company will speed up our efforts to achieve significant growth of the whole group.

2. Method of transitioning to a pure holding company structure

The transition is planned to be conducted through an absorption-type demerger (*'kyushu-bunkatsu'*), whereby the Company's alcoholic beverage business will be transferred to one of the Company's wholly-owned subsidiaries (the "Successor Company"). Subsequent to this company demerger, the Company will become a pure holding company owning the stock of each group company including the Successor Company and act as a pure holding company to control and manage operations and management of its subsidiaries. After such transition, the Company will continue to maintain its listing on the Tokyo Stock Exchange and the Osaka Securities Exchange.

3. Implementation Schedule (subject to change)

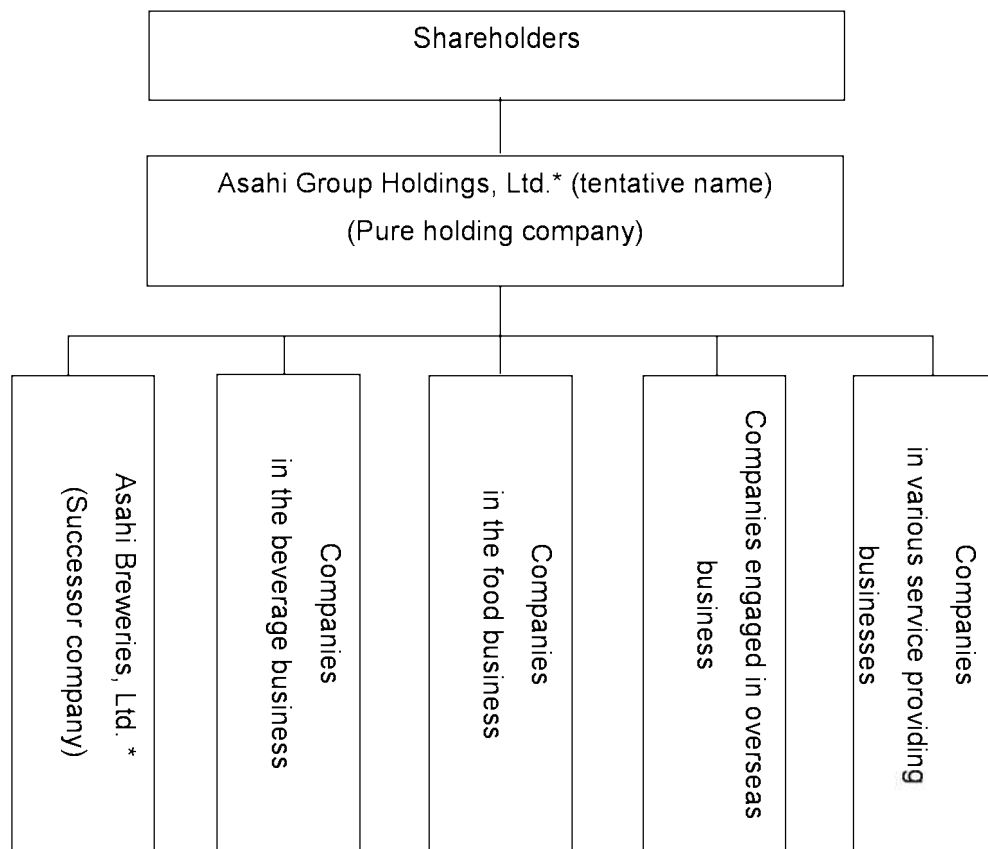
Early February 2011: Approval of a demerger agreement by the board of directors

Late March 2011: Approval of the demerger agreement at the annual shareholders' meeting

July 1, 2011: Effective date of the demerger; transition to a pure holding company structure

4. The group's organizational structure after the transition (subject to change)

Please see the chart on the next page.



*As of July 1, 2011, the company name of the Company is planned to be changed to "Asahi Group Holdings, Ltd." (subject to change) and the company name of the Successor Company is planned to be changed to "Asahi Breweries, Ltd."

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